PeeGee MASTIC PAINT

SINCE 1867

Highest Grade Ready-Mixed House Paint

FOR SALE BY

GEO. F. MUTH AND CO
710 13th St., N.W.
Washington, D. C.

PEE GEE FINISHES

THERE'S A PEE GEE PAINT OR VARNISH FOR EVERY PURPOSE

For Buildings and Other Outdoor Work

P... G... MASTIC HOUSE PAINT

P

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Pee Gee Interior Gloss (gloss enamel finish)
Pee Gee Millite (gloss and dull)
Pee Gee Waltint (a sanitary kalsomine)

For Bungalows and Shingles

Pee Gee Shingle Stain (a preservative)

For Concrete, Stucco and Brick Surfaces

Bay State Brick and Cement Coating

For Roofs, Barns, Sheds and Fences

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For Floors

Pee Gee Quick Drying Porch and Floor Enamel
Pee Gee Floor Wax
Pee Gee Crack and Crevice Filler
Pee Gee Quick Drying Floor Varnish
Pee Gee Quick Drying Linoleum Varnish

For Furniture and Interior Woodwork

Pee Gee Quick Drying Satin Enamel
Pee Gee Four Hour Gloss Enamel
Pee Gee Quick Drying Re-Nu-Lac Varnish Stain
Pee Gee China Enamel White and Ivory
Pee Gee Wondertone Oil Stain
Pee Gee Varnishes

For General Household Use

Pee Gee Family Paint
Pee Gee Egyptian Black Enamel
Pee Gee Screen Enamel

We ...s.
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P...

Paint & Varnish Co.

Incorporated

Louisville, Kentucky

T-GEE MASTIC PAINT

OUTSIDE GLOSS WHITE

FOR GENERAL USE—OUTSIDE

TRIMMERS

White
Colonial Yellow
Apple Green

PALE IVORY

Pure Gray

Silver Gray
Pure Gray
Colonial Yellow
Straw

LIGHT CREAM

Pearl Green

Pale Ivory
Quaker Drab
Straw
Pearl Green

CANARY

Colonial Yellow

White
Quaker Drab
Chocolate Brown
Straw
Colonial Yellow

IVORY

Wh
Choc
Brow
Rich Red
Light Cream

LIGHT BUFF

Quaker Drab

White
Ivory
Light Cream
Quaker Drab
Straw

COLONIAL YELLOW

PEE GEE MASTIC PAINT

INSIDE GLOSS WHITE

FOR INSIDE USE—GIVING HIGH GLOSS FINISH

TRIMMERS

Chocolate

Cream
White
Chocolate

STRAW

Colonial Yellow

White
Black
Colonial
Yellow

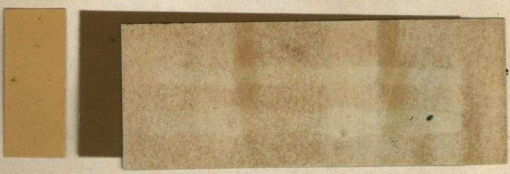
PEARL GRAY

Pearl Green

Cream
e
er Drab
Green

PURE GRAY

Light Cream



Cream

SILVER GRAY

White
Pure Gray
Quaker Drab
Black

SCOTCH GRAY

Light Cream

White
Pearl Gray
Light Cream
Black

QUAKER DRAB

The trimming Suggestions are only a few of the many that can

PEE GEE MASTIC PAINT

INSIDE FLAT WHITE

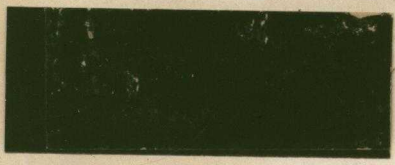
FOR INSIDE USE—GIVING FLAT FINISH

TRIMMERS

Canary
Scotch Gray
White
Light Moss Green
Pearl Gray

APPLE GREEN

Light Cream



Light Cream
Light Moss Green
Pearl Gray
Also Porch Ceiling

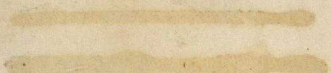
PEARL GREEN

Apple Green

Apple Green
Rich Red
White
Light Cream

LIGHT MOSS GREEN

For Sash or Trim



For Blinds, Shutters, Lattices, Fences, etc.

BLIND GREEN *

For Blinds, Shutters, Etc.

For Sash, Trim, Store Fronts, Etc.

SASH GREEN *

Not For Outside Use

For In
Walls,
Ceilin

SEMINOLE BLUE

made, and can be varied as the taste of the user dictates

PEE GEE MASTIC PAINT

GLOSS BLACK

A HIGH GLOSS FINISH—FOR OUTSIDE AND INSIDE

TRIMMERS

Light Cream

Ivory
Brown
Silver Gray
Light Cream

LIGHT DRAB

Light Buff

Rich Red
Colonial Yellow
Straw
Light Buff

Ivory

Canary Yellow
Silver Gray
Ivory

BROWN

Light Drab

y
nial
llow
t Drab
colate

BUCKEYE BROWN

Pale Ivory

Light Cream
Pale Ivory
White

RICH RED

For Signs

For Trim, Store Fronts, Etc.

ORANGE

Colors Marked (*) are Higher Priced

PEE GEE MASTIC PAINT

STORE FRONT AND TRIM COLORS

For Trim, Store Fronts, Etc.

CHERRY RED *

For Trim, Store Fronts, Etc.

DARK BLUE

"It's the Mastic Formula"

We are frequently asked why many paints lose their bright, glossy appearance so soon after painting, getting dull and flat, even to the extent of dusting off, whereas other paints in the same locality, painted under the same conditions, retain a lustre and hard, enamel-like finish for years.

The answer to this question is found in the formula of the paint.

The good results obtained by the use of the strictly pure double-pigment formula are evidenced by the enormous increase in our sales of PEE GEE MASTIC PAINT during recent years and are further verified by the careful investigations and exhaustive tests made by ourselves and by other leading paint manufacturers throughout this country and of the Educational Bureau of the National Association of Paint Manufacturers.

The pigment of PEE GEE MASTIC WHITE is pure lead and zinc, 50 per cent each. The Lead is pure sublimed white lead (basic lead sulphate), the most stable lead pigment known to the trade. The Zinc used is of the best quality. Lead used alone is too soft—the paint would chalk. Zinc alone is too hard—the paint would check and crack. United in a double-pigment paint, lead and zinc reinforce each other, eliminating those deficiencies that appear when either pigment is used alone.

The formula of each color of PEE GEE MASTIC PAINT appears on the label, which is an indication of our confidence in the different materials used in its manufacture.

The care exercised in the manufacture and the expertness gained by long experience cannot be shown in a formula, but we know that while good materials are essential to produce good paint, it requires in addition, care in the method of manufacture resulting from long experience to insure the best product.

PEE GEE MASTIC PAINT

Oil-Carrying Capacity

Linseed Oil is the life of paint. The oil-film holds the pigments together and binds them to the surface. You can tell a good job by its smooth, glossy finish. The appearance and durability of the paint depends very largely upon the amount of linseed oil ground into it. Low zinc paints lack oil carrying capacity and consequently soon go flat. The high gloss finish on every Mastic Paint job is readily explained by its high oil carrying capacity.

COMPARE THE FOLLOWING FORMULAE:

Pee Gee Mastic Paint	Low Zinc Paint	Lowest Zinc Paint	No Zinc Paint
50% Lead 50% Zinc	60% Lead 40% Zinc	80% Lead 20% Zinc	100% Lead No Zinc
Oil-carrying capac.ty equals 61.3% of pig-ment weight.	Oil-carrying capacity equals 57.4% of pig-ment weight.	Oil-carrying capacity equals 48% of pig-ment weight.	Oil-carrying capacity equals 40% of pig-ment weight.

The life of the paint varies according to the amount of oil it contains. PEE GEE MASTIC PAINT lasts longer because it carries the most linseed oil.

The standard weight of PEE GEE MASTIC WHITE and TINTS is *uniform*—16 lbs. to the gallon. A natural weight variation occurs between the white and the solid colors, due to the necessary displacement of lead and zinc by coloring pigments.

The superior oil-carrying capacity of PEE GEE MASTIC PAINT, as shown in preceding table, insures the durability of every PEE GEE MASTIC PAINT job.

In addition to carrying a large percentage of linseed oil, PEE GEE MASTIC PAINT is machine made, which in itself means not only economy on account of large production at the least cost, but perfection of grinding, thoroughness of mixing, uniformity of tinting and all the advantages that accrue from an organization whose sole occupation is to make the best paint that can be made.

Back of PEE GEE MASTIC PAINT is a modern factory such as ours, chemical laboratories and chemists who are constantly experimenting to produce better paint.

To insure good results on your work we recommend the employment of a practical painter to do the work. He knows how to apply the paint to obtain the best results—but satisfactory results can be obtained by anyone who will carefully follow out our directions for applying PEE GEE MASTIC PAINT.

PEE GEE MASTIC PAINT

Points of Superiority

FIRST: Pee Gee Mastic Paint is pure—Every atom of it—Real paint manufactured from the finest of raw materials obtainable.

SECOND: Pee Gee Mastic Paint is a double-pigment paint and contains a HIGH PERCENTAGE OF ZINC.

THIRD: The base of the Pee Gee Mastic White contains 50 per cent pure sublimated white lead and 50 per cent selected zinc oxide ground in pure linseed oil, thoroughly milled at our factory

FOURTH: Every Pee Gee Mastic Paint can bears a formula label in plain figures.

FIFTH: Pee Gee Mastic Paint is full bodied and is machine ground, and possesses the greatest covering capacity.

SIXTH: When repainting again becomes necessary, an old Pee Gee Mastic Paint job will present a surface to which subsequent coats of paint will adhere readily.

Specify PEE GEE MASTIC PAINT for your home and secure a beautiful, hard enamel-like finish that will resist the smoke and gases of the city, extremes of weather, and climatic conditions.

PEE GEE MASTIC OUTSIDE WHITE is as white as it is possible to make a paint. PEE GEE MASTIC Tints and Colors are clear, distinct and uniform. They may be relied upon to hold their color. Will not go flat or peel or crack when applied according to our directions.

True economy, in the use of paint does not consist in purchasing at the lowest price per gallon, but in being reasonably sure that the paint is honestly made, and possesses in the fullest degree the qualifications outlined above, especially in view of the fact that at least two-thirds of the cost of painting is expended for labor and one-third for material. Therefore, the most economical paint to use is PEE GEE MASTIC PAINT from which you get the most years of service.

SELECTION OF COLORS AND TRIMMERS

Care should be exercised in this respect, as under certain conditions colors that harmonize perfectly would not be desirable. Select shades that will harmonize with your neighbors', but not be identical with theirs. If your home is screened with trees or shrubbery, the lighter colors would be made to stand out more strongly.

Small houses or cottages should be painted with light colors for the body and darker shades as trimmers. Large houses should have dark colors for the body and be trimmed in the lighter colors.

Practically any light shade is suitable as a trimmer where a darker color is used for the body of the house. The reverse would be the case where light colors are used for the body provided such colors would harmonize.

White will harmonize as a trimmer for practically any shade used as a body color.

GEE MASTIC PAINT

Directions for Applying

(U. S. STANDARD MEASURE)

IMPORTANT—Contents of can should be thoroughly stirred and churned up from the bottom, so as to get all the ingredients thoroughly mixed.

First—Select a dry, clear day, being sure to avoid extremes of temperature of damp, humid weather.

Second—Surface must be dry, clean, and free from dust, dirt or grease. If the old paint is scaling or coming off it should be scraped or burned off before applying new paint. Never apply paint on a slick, glossy surface.

Third—Never apply paint on sappy, green or *unseasoned* lumber. All knots should be coated over with Pure Turpentine about an hour before they are coated with paint. Do not use Shellac for covering knots.

Fourth—Be sure that each preceding coat is thoroughly dry before applying the next coat.

Fifth—Where the addition of Pure Linseed Oil and Pure Turpentine is recommended be sure these materials are *absolutely pure.* No substitutes should be used.

Sixth—Do not use Ochre or any other substitute material as a Primer. Mastic Paint thinned according to directions for the first coat of three-coat work is the best primer to use.

Seventh—Brush each and every coat out well, as any paint put on too thick will peel or blister.

For New Work

THREE COATS SHOULD BE APPLIED AS FOLLOWS:

First Coat—For the first coat the paint must be thinned with ½ gallon of Pure Linseed Oil to each gallon of paint. Then putty all nail holes with pure putty.

Second Coat—For the second coat the paint must be thinned with one quart Pure Turpentine to each gallon of paint.

Third Coat—Add one pint of pure Raw Linseed Oil to each gallon of paint, and brush out well.

REPAINTING OLD WORK

If the surface is in bad condition three coats should be applied according to directions for new work. If the surface is in good condition two coats will be sufficient, if applied according to the following directions.

The amount of thinner to be used in the first coat depends on the condition of the surface.

First Coat—If surface is badly weathered: 1 gallon paint, 1 quart linseed oil.

If surface is hard or glossy, 1 gallon paint, 1 quart turpentine.

Second Coat—1 gallon paint, 1 pint linseed oil.

PEE GEE MASTIC PAINT

Covering Capacity

FOR BODY—Measure entirely around the building; multiply this by the average height of the eaves; add about one-tenth for gables, etc. This gives the number of square feet of surface to be covered. For the number of gallons for priming coat, divide this amount by 600; for the second and third coats, divide by 300, as one gallon of PEE GEE MASTIC PAINT will cover more than 300 square feet, two coats. If the surface is in good condition, one gallon will cover 350 to 400 square feet, two coats; in which case divide accordingly. Good work on new wood requires a priming coat and two protective coats.

EXAMPLE:

BODY—		
Front	25	feet
Side	35	feet
Rear	25	feet
Side	35	feet
	120	feet
Multiply by average height to gable	20	feet
	2400	sq. ft.
Add, for edges, porches, etc.	200	sq. ft.
For two gables, 25x10 feet each	250	sq. ft.
Total surface to paint	2850	sq. ft.
For Priming, divide total sq. ft. by 600	4¾	gals.
For Two Coats (2d and 3d), divide by 300	9½	gals.
Or, divide by 350 (average covering capacity)	8¼	gals.
TRIM—		
Add one-tenth to one-fifth	about 1 to 2	gals.
Allow for 12 sets window blinds	about ½	gal.
FLOORS, ETC.—		
Two Porch Floors, 8x25 feet	200	sq. ft.
6x17 feet	102	sq. ft.
Divide by	300) 302	sq. ft.
Amount for two coats	1	gal.

NUMBER OF COATS—Computations of painters and paint-makers are usually based on two coats, because old work generally requires this number. To secure best results new work should have three coats—that is, two over the priming coat. While "PEE GEE MASTIC PAINT" is remarkable for its covering power, and while it has been found that two coats of it will surpass three coats of many paints, the makers advise for new work a priming coat and two upper coats, for greatest durability.

SELECTION OF COLORS—Simplicity is the first rule of good decoration, whether outside or inside, in yard or house.

Do not use many colors as was formerly done, but in preference, use the shades of a single color. The drift of painting in these days is towards quiet shades and better harmony.

USE A PEE GEE SUPERKLEEN BRUSH
FOR A GOOD HOUSE PAINT JOB

There is a *Pee Gee* Paint Product *for* Every Purpose

Manufactured by

PEASLEE-GAULBERT

Paint & Varnish Co.

Incorporated

Louisville, Kentucky

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